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Filing date: **10/30/2009**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91179090
Party	Plaintiff Elgo, Inc.
Correspondence Address	Cynthia R. Moore 794 Los Robles Avenue Palo Alto, CA 94306 UNITED STATES moore@moorepatents.com
Submission	Appearance of Counsel/Power of Attorney
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Date	10/30/2009
Attachments	Notice of Appearance Elgo 10-30-09.pdf (2 pages)(38562 bytes)

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

In the matter of Trademark Application Serial No. 77/090,694
Published in the *Official Gazette* (Trademarks) on August 7, 2007


ELGO, INC.,)	
)	
Opposer,)	
)	
vs.)	Opposition No. 91179090
)	
SIMPLYWELL, LLC,)	
)	
Applicant.)	
_____)	

NOTICE OF APPEARANCE OF COUNSEL

Opposer hereby appoints Joseph A. Mandour, Esq. and Ben T. Lila, Esq. of Mandour & Associates, APC, with offices at 16870 W. Bernardo Drive, Suite 400, San Diego, California 92127 (Tel. (858) 487-9300), to be its attorneys in connection with the above-referenced proceeding with full power of substitution and revocation therewith.

All communications and inquiries relating to this proceeding should be addressed as set out above.

Date: October 30, 2009

By: 


Ben T. Lila
blila@mandourlaw.com
Mandour & Associates, APC
Attorneys for Opposer

CERTIFICATE OF SERVICE

I hereby certify that a copy of the foregoing "Notice of Appearance of Counsel" has been served via first-class mail, postage pre-paid, upon the attorneys for Applicant at the following address:

Christopher M. Bikus
Husch Blackwell Sanders, LLP
1601 Dodge Street, Suite 2100
Omaha, NE 68102-1637

Dated: October 30, 2009



Ben Lila